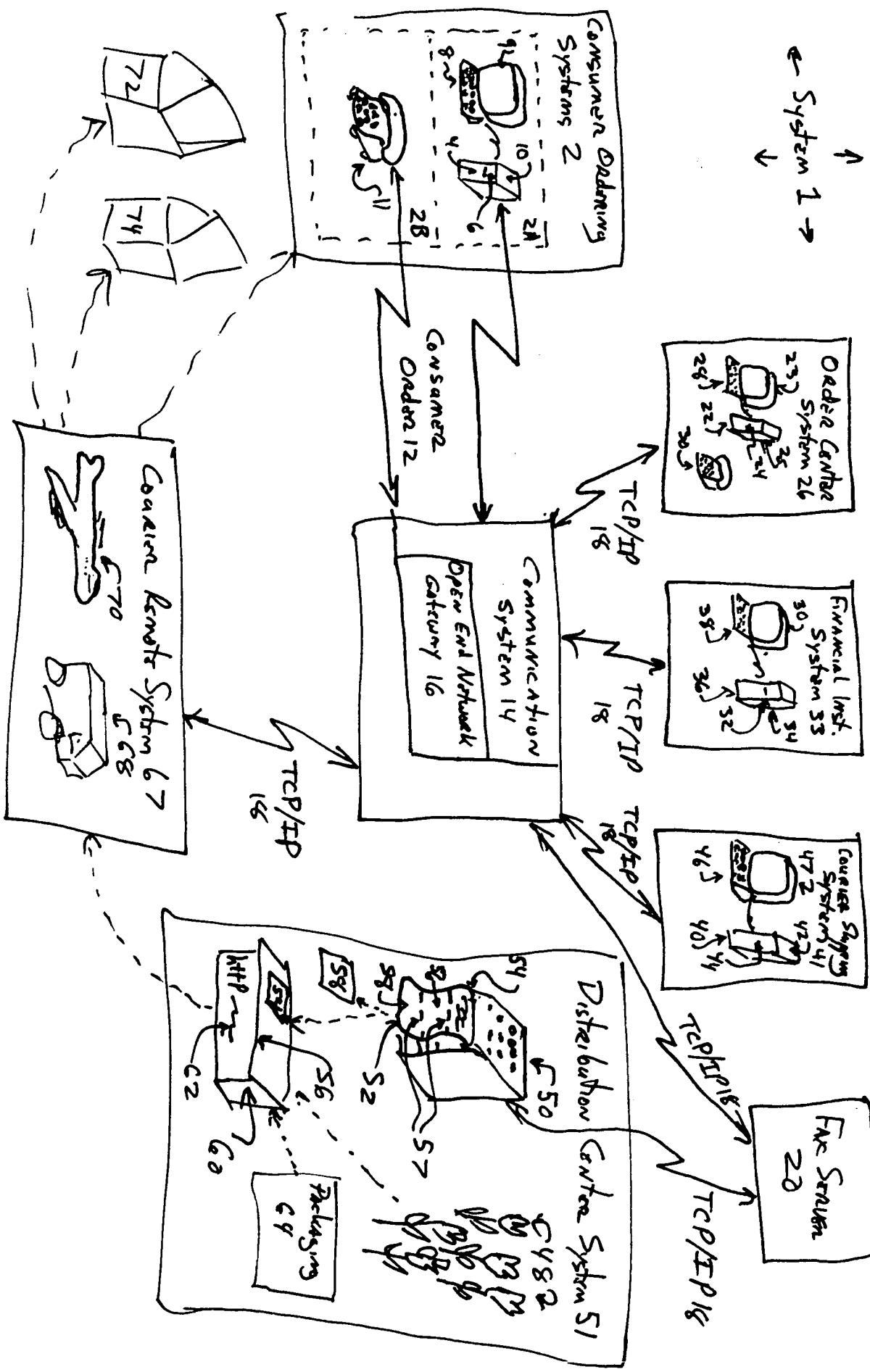


٦٧

## OVERVIEW



ORDER: **Blue Irises [20IRIS]**

Order Nr.: JSCHU8113300 (Sheet 1 of 1)

Quantity: 1

Order Date: 23-Apr-98

Deliver By: 24-Apr-98

Ship To: Nicholas Rodgers  
Proflowers, Inc.  
8436 S. Yarrow St.  
Littleton, CO 80123 US  
Phone: 303-555-5555

Fig. 2

PLEASE USE THE BACK SIDE OF THIS CARD

Here's some roses for you to enjoy.

Jared Schutz



SHIPPER'S FEDEX ACCOUNT NUMBER



FROM:

PHONE: (303)415-9806

ProFlowers.com  
850 Mitten Rd.

Burlingame CA 94010

TO:  
**NICHOLAS RODGERS**  
PROFLOWERS, INC.  
8436 S. YARROW ST.

LITTLETON CO 80123

REF: JSCHU8113300 (1 of 1)

DO NOT DESTROY

TRK # 7900 7883 4884

PRIORITY OVERNIGHT

FORM ID: 0201

80123-CO-US

DEN

WN BJC

**FedEx.**

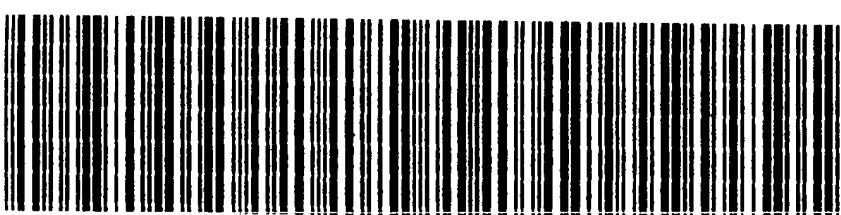
Federal Express

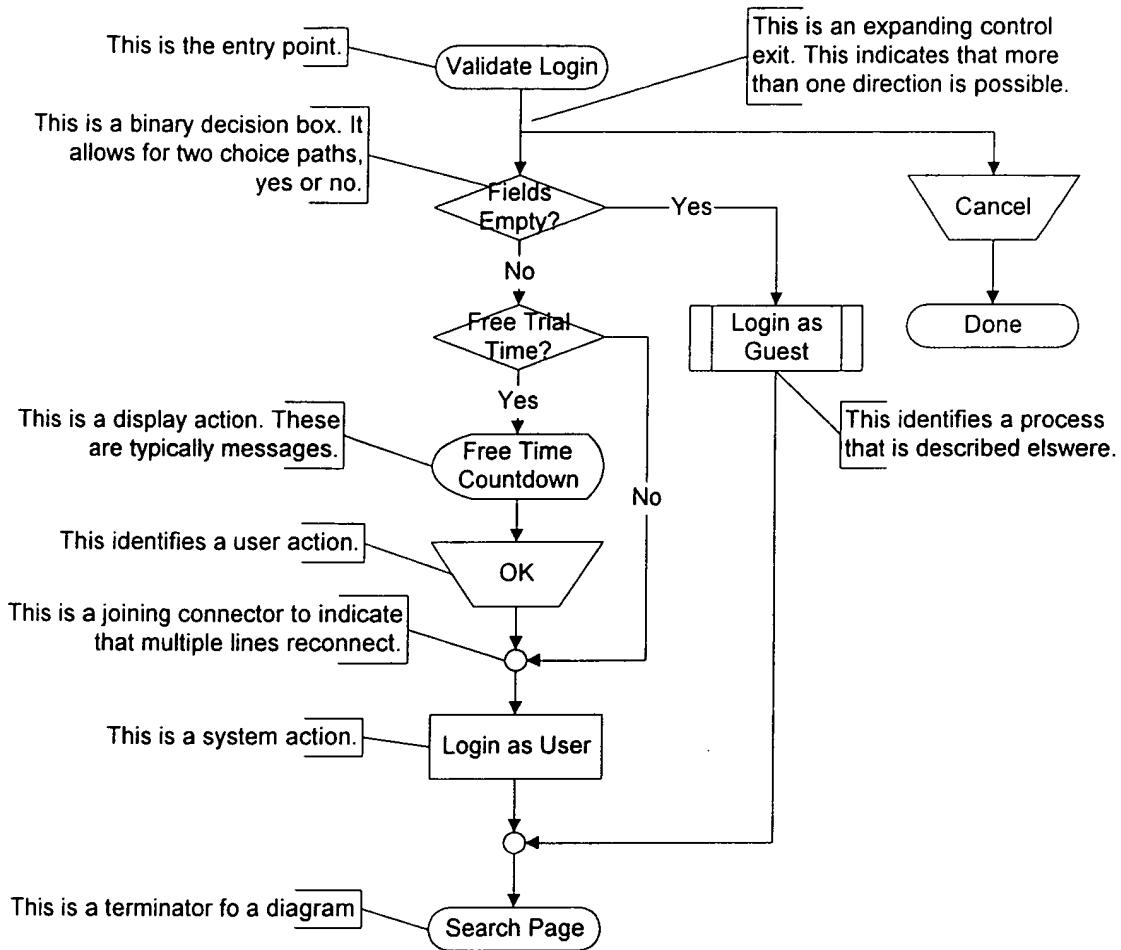
SHIP DATE: 23APR98  
MAN WGT: 5 LBS  
DIMMED: 34 X 8 X 6

RELEASE#:  
6208951

FRI  
A1

Deliver by:  
24APR98





### Figure 3 - Flow Diagram Example

## TASK FLOW DIAGRAMS

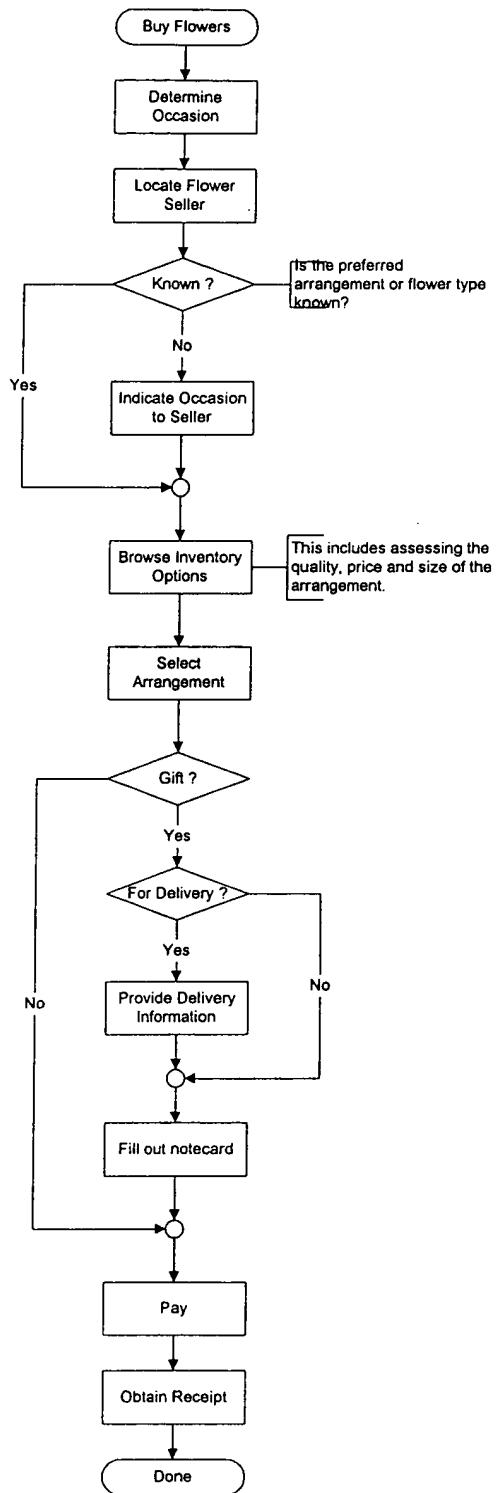


Figure 4 - Purchase Flowers in a Shop

## SITE OVERVIEW

Ordering a flower arrangement  
is easy with Proflowers.com.

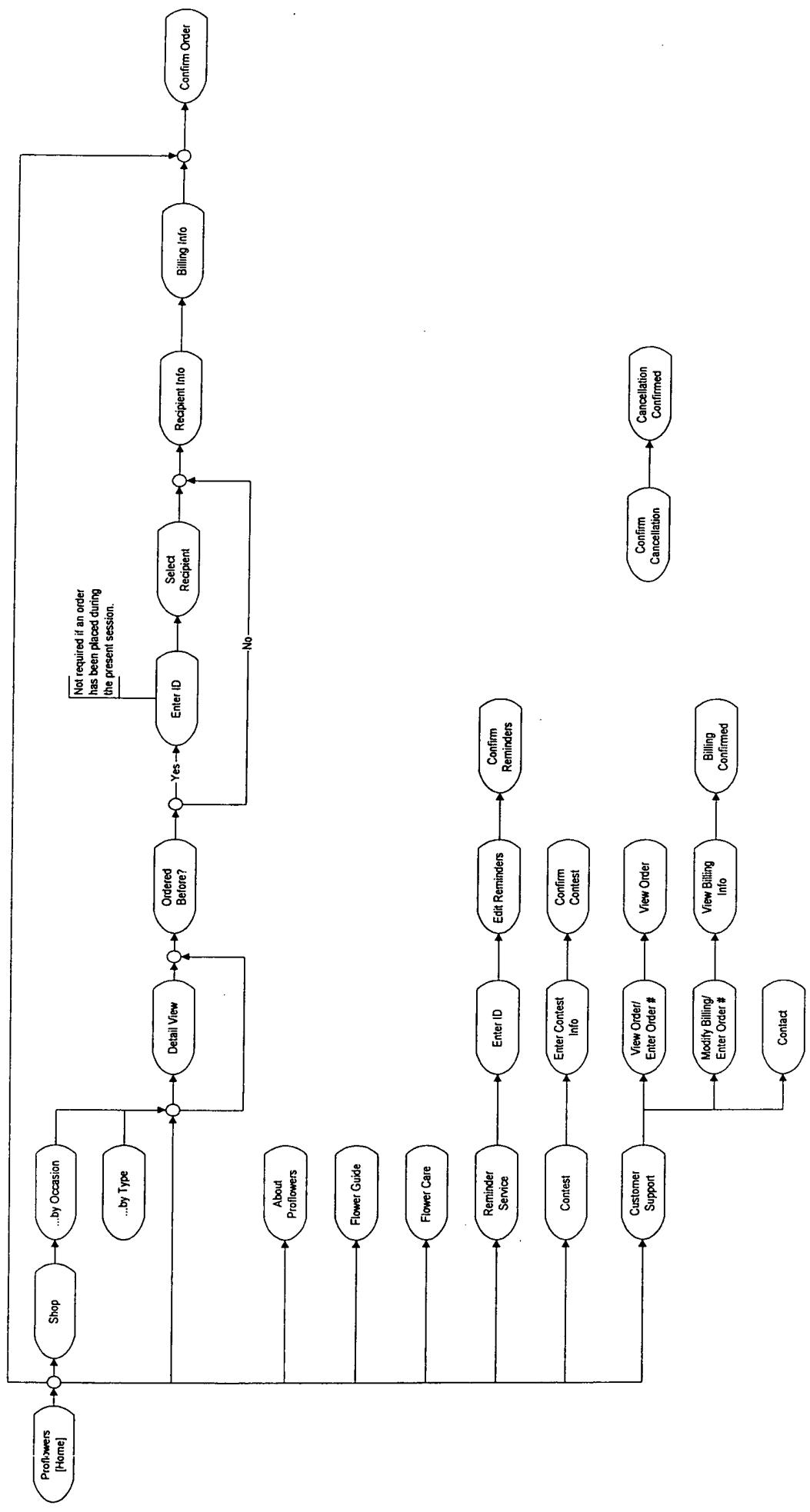


Figure 5 - Proflowers.com Site Overview

© 2013 Intuitive Design

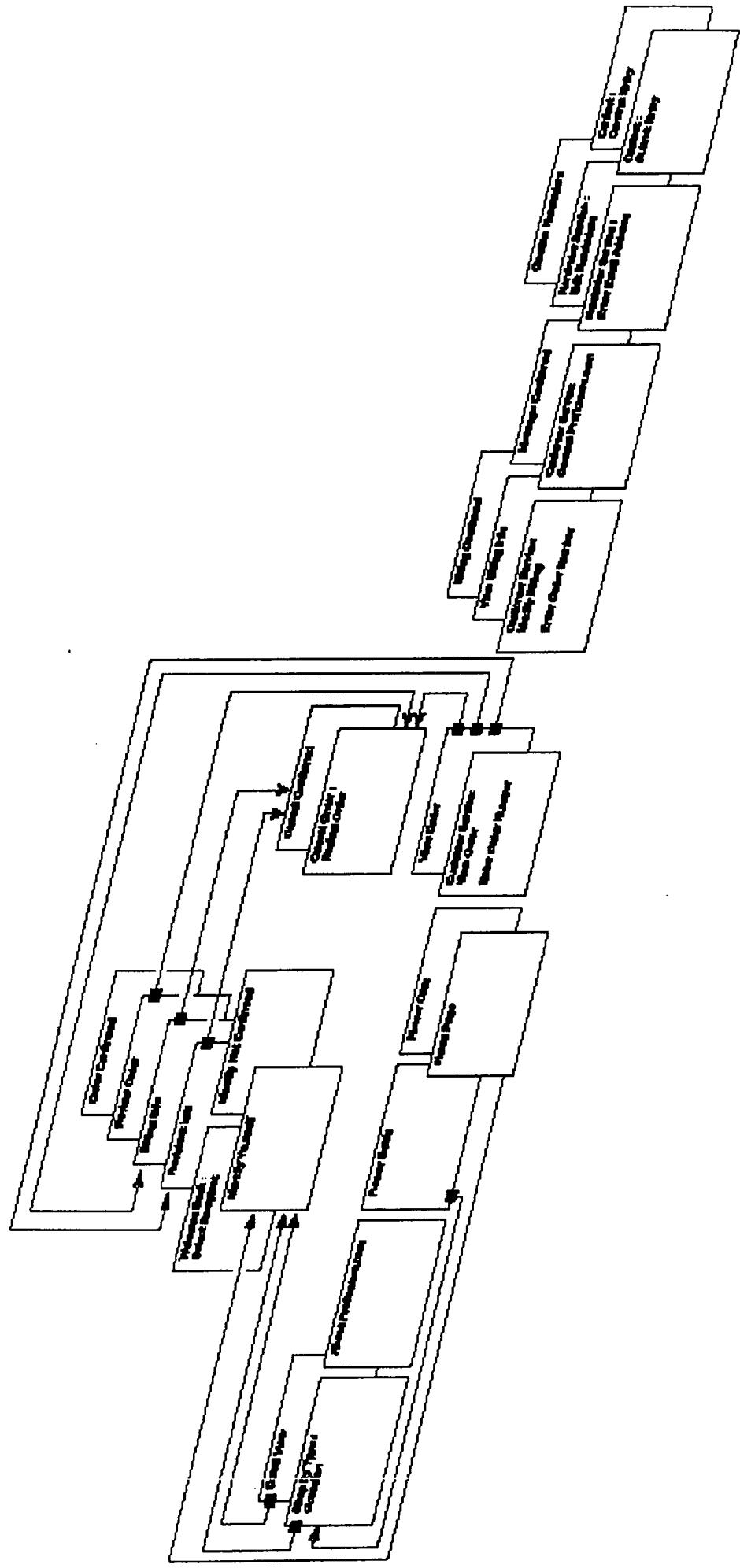
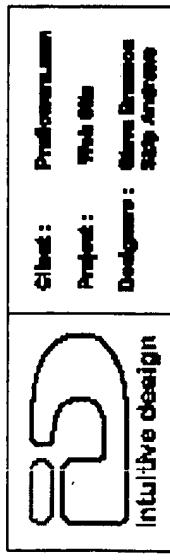


Figure 6 – Physical Overview

## NAVIGATION OVERVIEW

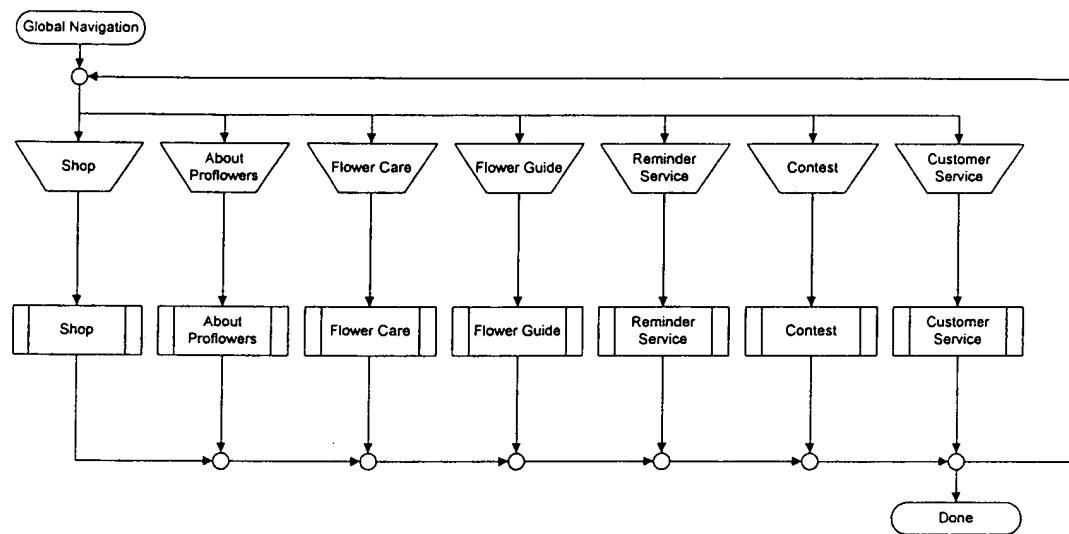
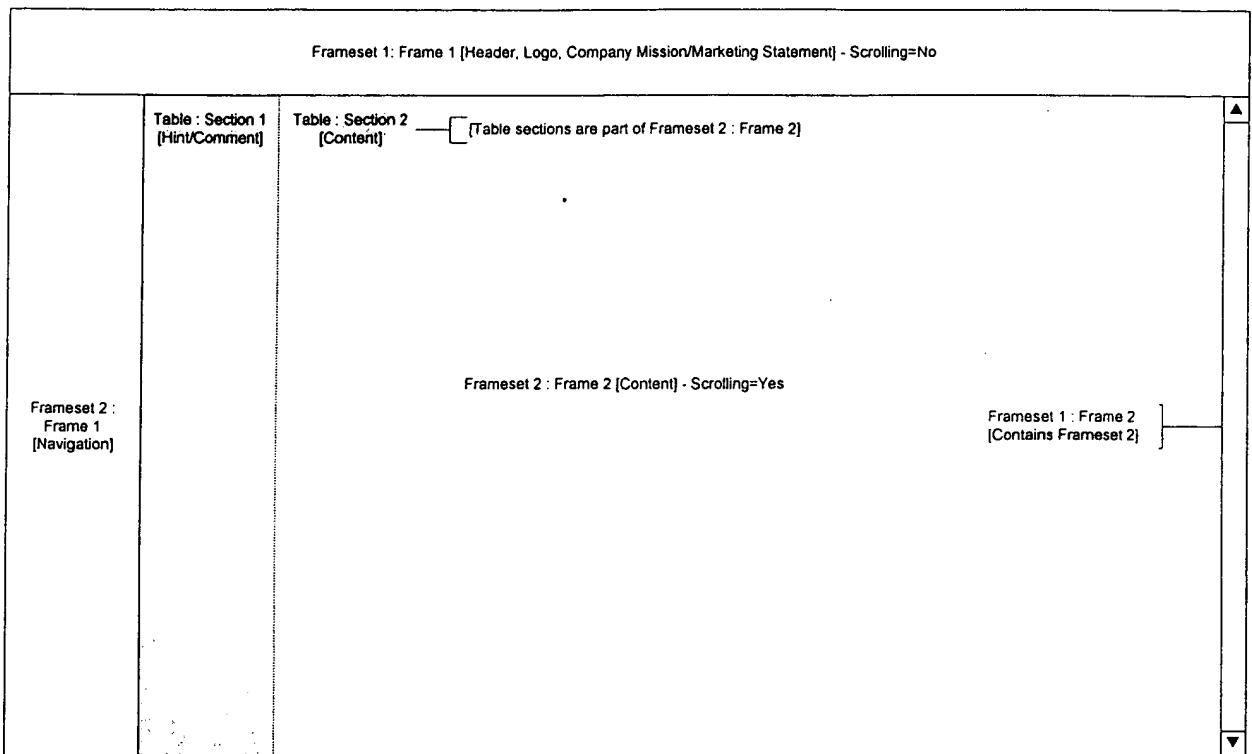


Figure 7 - Proflowers.com Navigation Overview

## SCREEN DESIGN



**Figure 8 - General Framset Overview**

# Proflowers.com

**Shop:**

► < select an occasion > or  
► < select a flower type >

**Show Me**

**Features:**

- About Proflowers.com
- Flower Guide
- Flower Care

**Customer Service:**

► < select a service option >

 ► Reminder Service

 ► Monthly Contest !

Tip: You may browse our inventory by selecting an occasion or flower type.

Tip: Click on an item to learn more about Proflowers or flowers in general.

Tip: Got a question? Problem with an order? Select a service option from the menu.

Proflowers.com ships all arrangements FedEx Overnight directly from growers!

All arrangements are packed in ice, and include plant food & care guide.

## Welcome to Proflowers.com!

### ► Our Featured Items this month:



#### Occasion Name 1

An arrangement of pink asta lilies, pale yellow or peach gerberas, white freesia and pink roses

Our Price: \$29.95 plus S&H



#### Occasion Name 2

Bring spring into the life of someone special with this exquisite bouquet of 20 vividly colored graceful tulips

Our Price: \$29.95 plus S&H

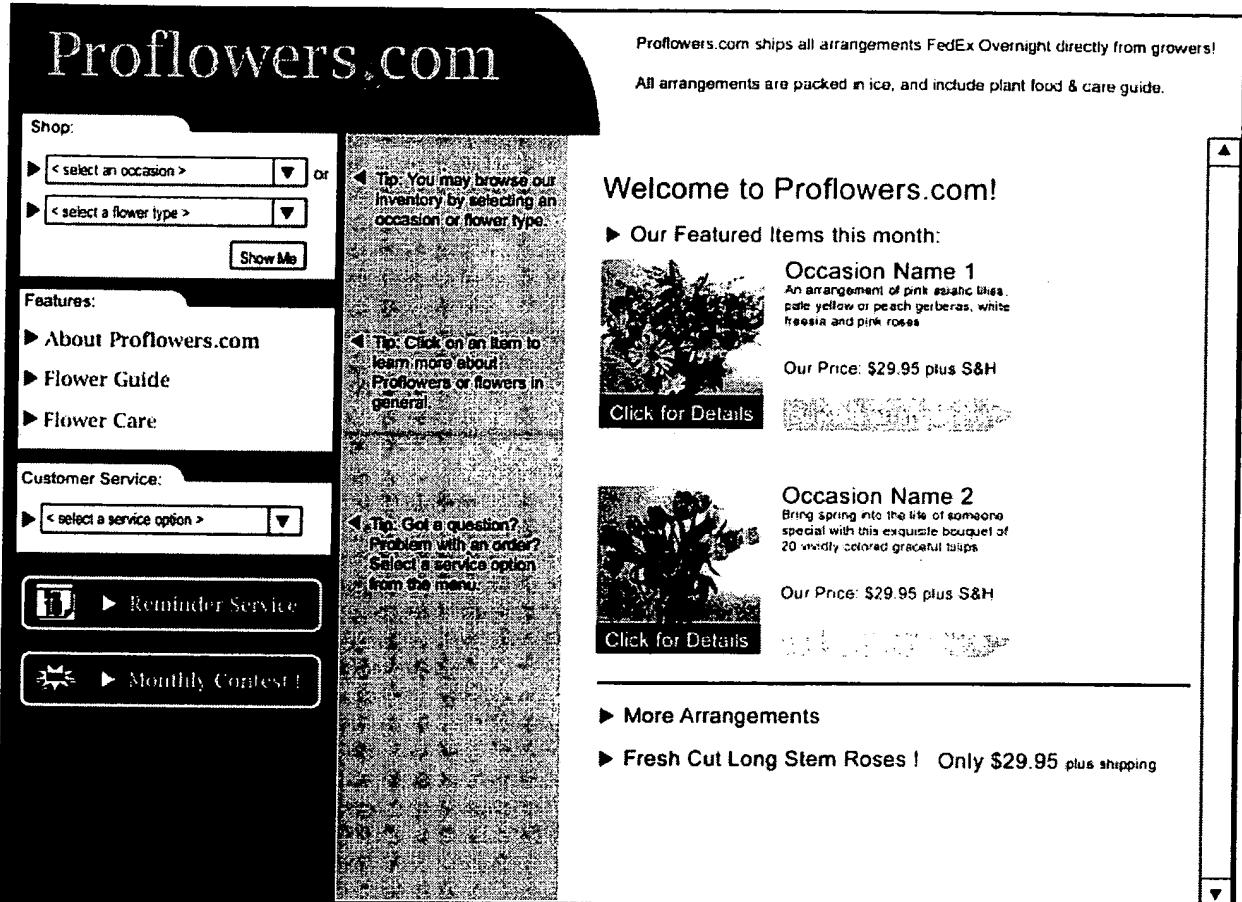


### ► More Arrangements

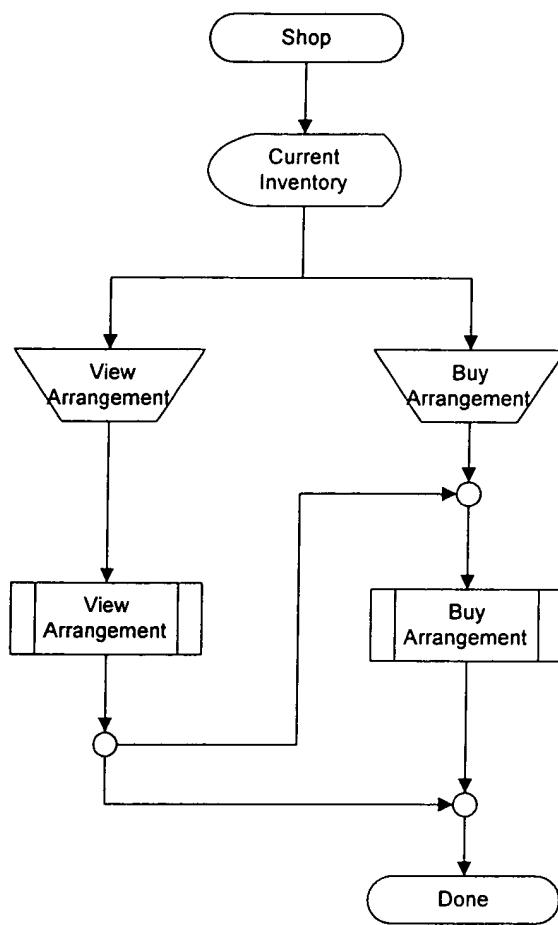
► Fresh Cut Long Stem Roses ! Only \$29.95 plus shipping

Figure 9 - Detailed Frameset Overview

## **HOME PAGE**



**Figure 10 - Home Page**



**Figure 11 - Shopping Logic Flow**

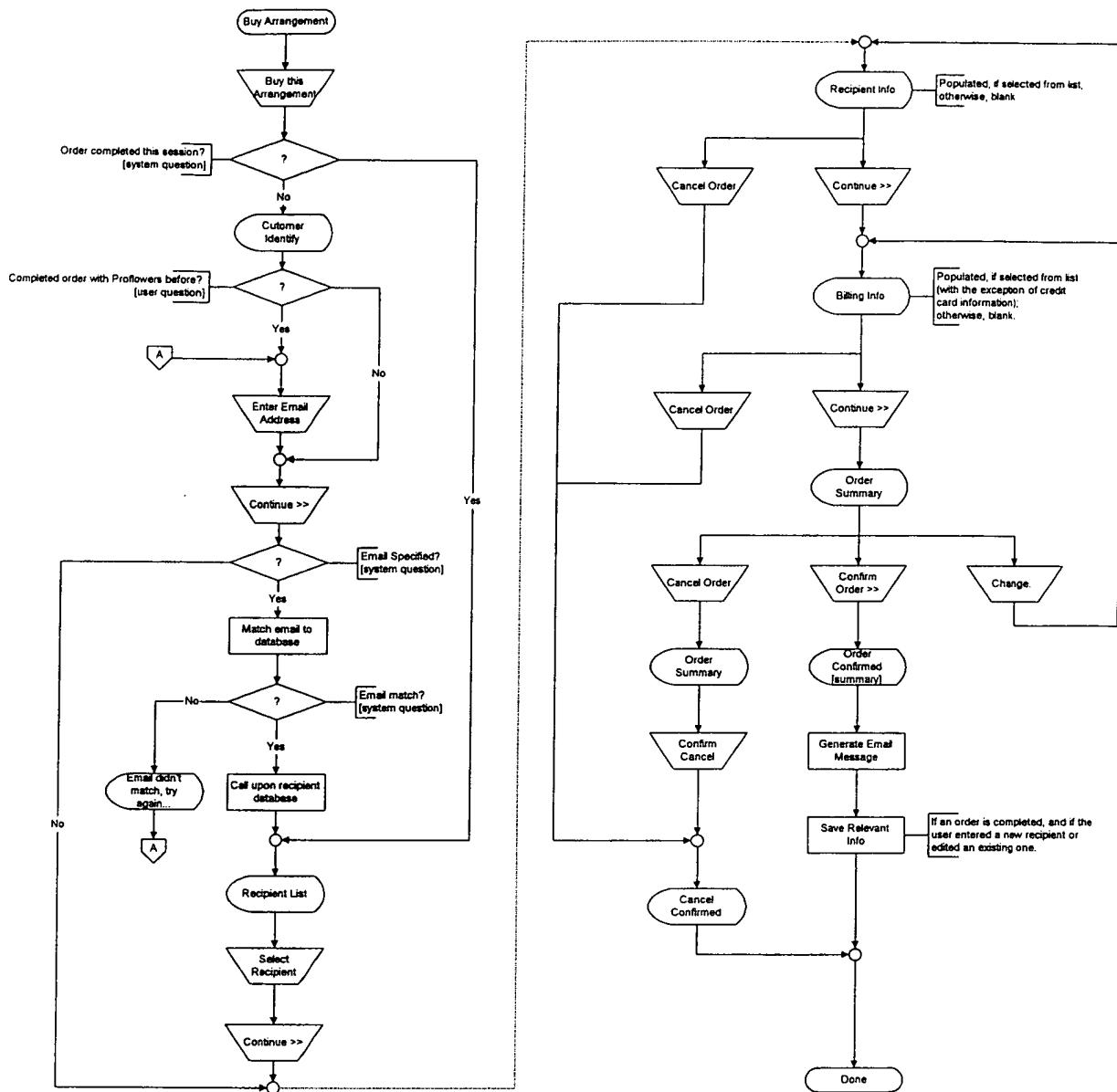


Figure 12 - Ordering Process Logic Flow

## SHOP BY OCCASION / FLOWER TYPE

**Proflowers.com**

Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

**Shop:**

► < select an occasion > or  
► < select a flower type >

Show Me

**Features:**

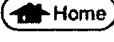
► About Proflowers.com  
► Flower Guide  
► Flower Care

**Customer Service:**

► < select a service option >

 ► Reminder Service

 ► Monthly Contest!

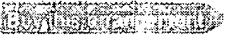
 Home

► Shop by Occasion / Type : Occasion / Type Name

  
Click for Details

**Occasion / Type Arrangement 1**  
An arrangement of pink asiatic lilies, pale yellow or peach gerberas, white freesia and pink roses.

Our Price: \$29.95 plus S&H

  
Buy Now

  
Click for Details

**Occasion / Type Arrangement 2**  
Bring spring into the life of someone special with this exquisite bouquet of 20 vividly colored graceful tulips.

Our Price: \$19.95 plus S&H

  
Buy Now

Figure 13 - Shop by Occasion

## ARRANGEMENT DETAIL

Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

**Shop:**

► <select an occasion> or  
► <select a flower type>

**Show Me**

**Features:**

► About Proflowers.com  
► Flower Guide  
► Flower Care

**Customer Service:**

► <select a service option>

**Reminder Service**

**Monthly Contest!**

**Home**

**Occasion / Type Arrangement Detail**

An arrangement of pink asiatic lilies, pale yellow or peach gerberas, white freesia and pink roses.

Perfect for Easter or to thank a special person, this bright arrangement includes three pink Asiatic Lilies, three pale yellow Gerbera Daisies, four pink roses, and three white freesia combined with white wax flower. If we experience a shortage of certain flowers, we will substitute flowers of equal quality. We'll make sure that you get the best on the day that your flowers are picked. Carefully hand picked and tied together with an elegant purple paper rose, then shipped direct in a special box with an ice pack, flower care instructions, floral food, and your personal message.

Compare At: \$39.99  
Our Price: \$29.95 plus S&H



Figure 14 - Arrangement Detail

## CUSTOMER IDENTIFY

Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

**Shop:**

► <select an occasion> or  
► <select a flower type>

**Features:**

► About Proflowers.com  
► Flower Guide  
► Flower Care

**Customer Service:**

► <select a service option>

**Reminder Service**

**Monthly Contest!**

**Home**

**Tell us who you are...**

► Placed an order before? Enter your email below :

► New Customer? Just leave the space blank and click "Continue >>".

**Your email address:**

**Proflowers.com feels strongly about our users' privacy.**  
We will not distribute or otherwise make public your email address or other personal information.

Figure 15 - Customer Identify

## CUSTOMER IDENTIFY (ERROR)

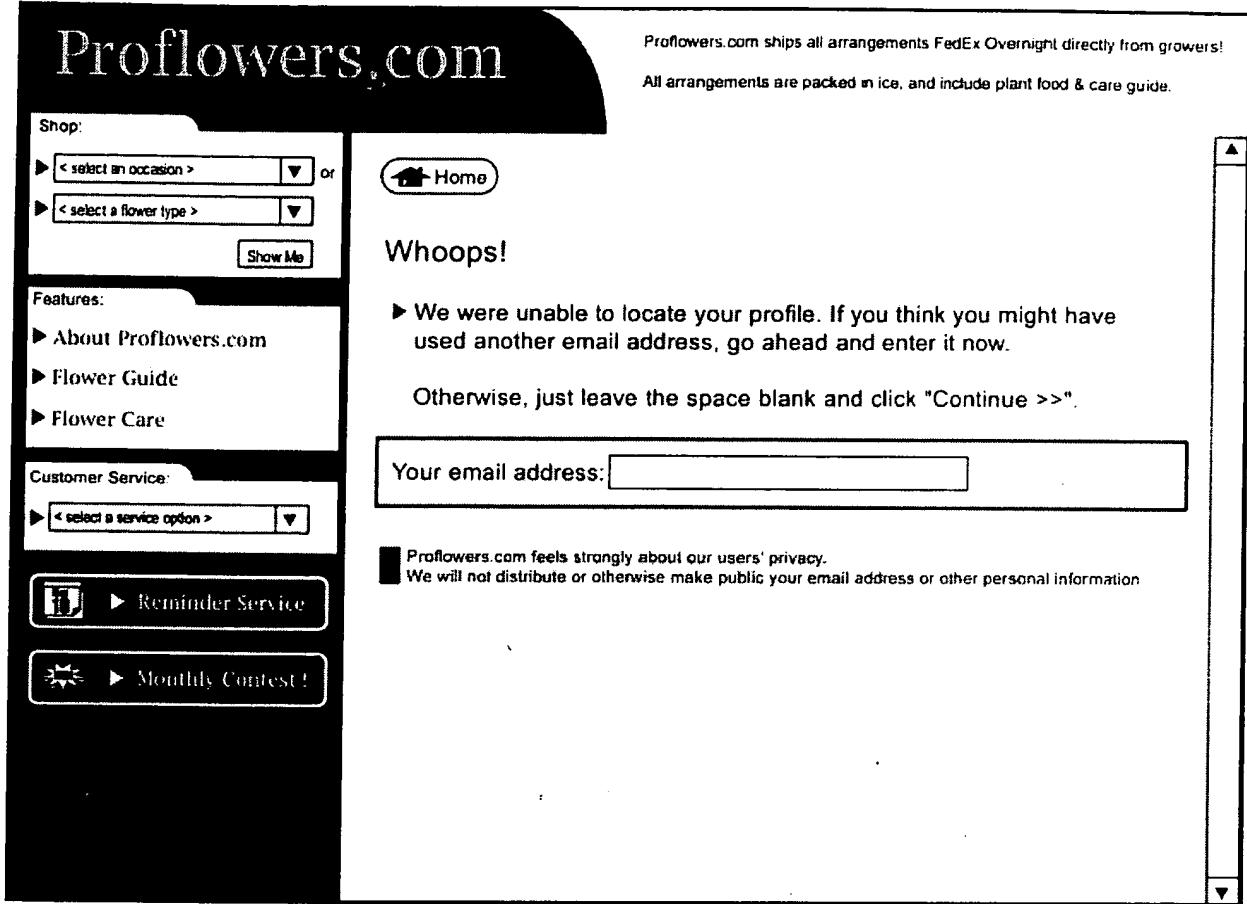


Figure 16 - Customer Identify Error

## SELECT RECIPIENT

The screenshot shows the Proflowers.com website interface. At the top, the Proflowers.com logo is displayed. Below the logo, there are two dropdown menus: 'select an occasion' and 'select a flower type', with an 'or' button between them. A 'Show Me' button is located below these menus. To the right of the dropdowns is a 'Home' button with a house icon. In the top right corner, there is text stating: 'Proflowers.com ships all arrangements FedEx Overnight directly from growers! All arrangements are packed in ice, and include plant food & care guide.' On the left side of the page, there is a sidebar with sections for 'Shop', 'Features', and 'Customer Service'. The 'Shop' section contains dropdown menus for 'select an occasion' and 'select a flower type', and a 'Show Me' button. The 'Features' section includes links to 'About Proflowers.com', 'Flower Guide', and 'Flower Care'. The 'Customer Service' section includes a dropdown menu for 'select a service option' and links to 'Reminder Service' and 'Monthly Contest!'. The main content area on the right is titled 'Welcome back, User Name !' and displays the message 'You have selected the Arrangement Name for \$29.95 plus S&H'. Below this, there is a 'Send this arrangement to:' dropdown menu with a 'select a recipient' option. A tip is provided: '► Tip: If you are sending this arrangement to someone new, select "New Recipient".' The page has a vertical scrollbar on the right side.

Figure 17 - Select Recipient

## RECIPIENT

Proflowers.com

Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

Shop:  
► <select an occasion> or  
► <select a flower type>  
Show Me

Features:  
► About Proflowers.com  
► Flower Guide  
► Flower Care

Customer Service:  
► <select a service option>  
  
[?] ► Reminder Service  
  
[?] ► Monthly Contest!

Recipient Information (\*) : mandatory fields

► Quantity:  arrangement(s) @ \$29.95 ea. plus S&H

► Card Message:    
To make sure the card prints correctly please enter your message on the lines provided. Don't forget to say who it's from!

► Please ship to: Proflowers ships only to the United States, its Territories and Canada

First Name:  ✓  
Last Name:  ✓  
Address 1:   
Address 2:   
City:   
State/Prov:  ✓ Zip/Postal Code:  ✓

► Delivery info:

Deliver On:  ✓  Okay to leave if recipient not present.  
Unchecking this option may cause delays leading to decreased freshness and additional service charges.



Figure 18 - Recipient Info

## BILLING INFORMATION

Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

**Shop:**

► < select an occasion > or  
► < select a flower type >

**Features:**

► About Proflowers.com  
► Flower Guide  
► Flower Care

**Customer Service:**

► < select a service option >

**Reminder Service**

**Monthly Contest**

**Home**

**Billing Information:** (✓) = mandatory fields

► Please bill to :

First Name :  ✓  
Last Name :  ✓  
Address 1 :  ✓  
Address 2 :   
City :  ✓  
State/Prov. :  ✓ Zip/Postal Code:  ✓  
Phone :  ✓

► Billing method :

Credit Card: < select card > ✓ Exp. Date:  (mm/yy) ✓  
Cardholder:  ✓  
Account #:  ✓

Your Credit Card information is stored on a separate server, and is completely secure.

► Email Address:

Your email address will be used to recall your saved profile and to notify you if there are any problems with your order. It cannot be used to access your credit card information

Please email me about special Proflowers.com offers and specials.



Figure 19 - Billing Information

## ORDER SUMMARY

**Proflowers.com**

Shop:  or

Features: [About Proflowers.com](#) [Flower Guide](#) [Flower Care](#)

Customer Service:

**Review your order:**

Please take a moment to review your order.  
If the information is correct, click "Confirm Order >>" to complete your order.

Item	Quantity	Price	Shipping	Total
Item Name	1	\$29.95	\$4.95	\$34.80

Ship to:

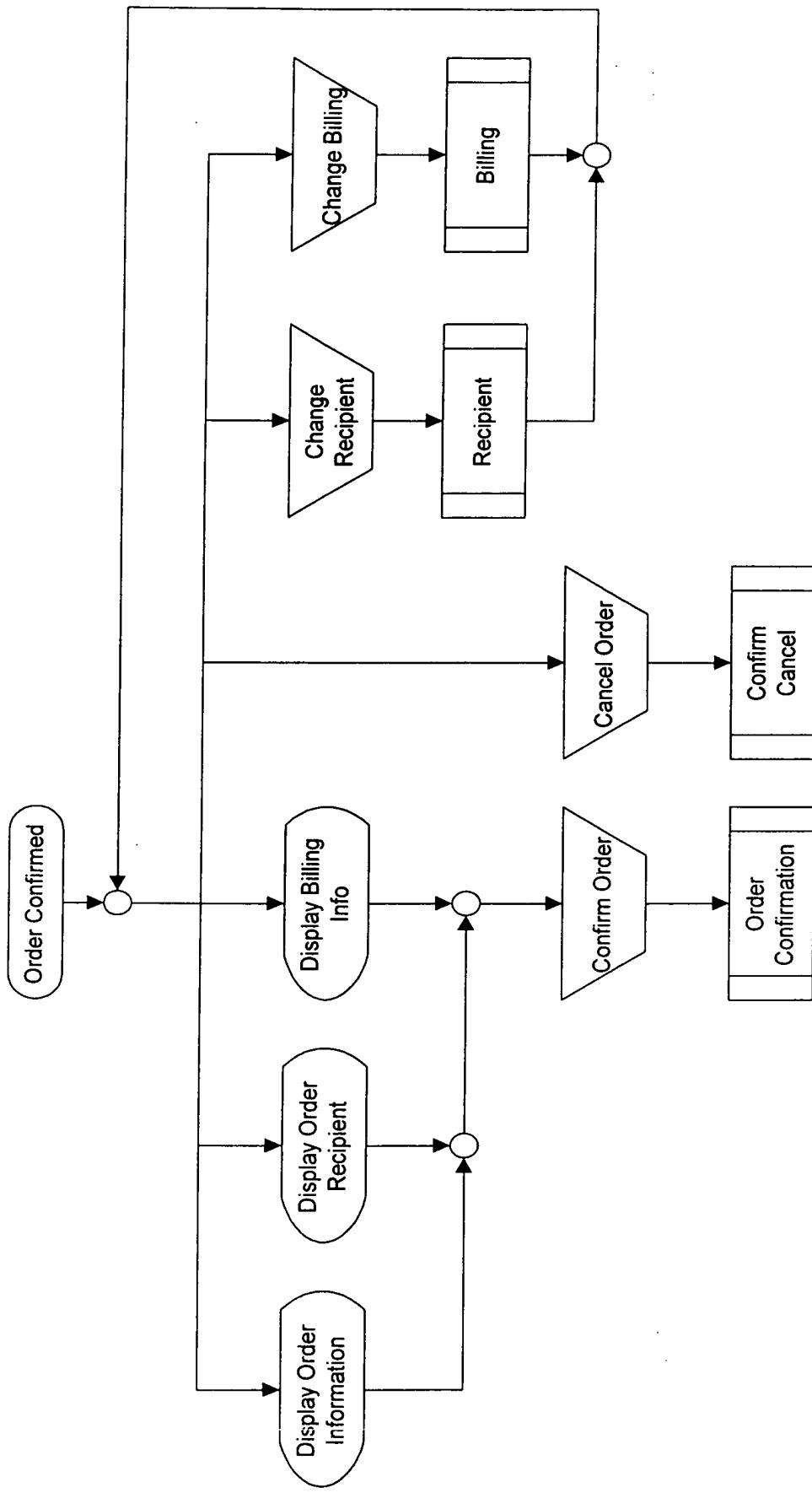
Recipient Name: Happy Holidays  
1234 Main St.  
Anytown, CA 90001  
Sincerely, Sender

Bill to:

Recipient Name: Happy Holidays  
1234 Main St.  
Anytown, CA 90001

Figure 20 - Order Summary

Logic Fig. 21



## ORDER CONFIRMED

**Proflowers.com**

Shop:  or

Features:

Customer Service:

Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

**Order Confirmed :**

Please print this page and keep it for your records.

You may track or review this order at a later time by selecting "View Order" from the Customer Support menu

**Order Number:**

**Item Name:**  **Quantity:**  **Price:**  **Shipping:**  **Total:**

Item Name	Quantity	Price	Shipping	Total
1	\$29.95	\$4.95	\$34.80	

**Ship to:**  **Card Message:**  **Delivery Date:**

**Bill to:**

Figure 22 - Order Confirmed

## ABOUT PROFLOWERS.COM

Proflowers.com ships all arrangements FedEx Overnight directly from growers!

All arrangements are packed in ice, and include plant food & care guide.

**Shop:**

► < select an occasion > ▼ or  
► < select a flower type > ▼

Show Me

**Features:**

► About Proflowers.com  
► Flower Guide  
► Flower Care

**Customer Service:**

► < select a service option > ▼

**Reminder Service**

**Monthly Contest**

**► About Proflowers.com**

**Great Quality**  
Unlike other floral delivery services, ProFlowers flowers are shipped directly from the growers and are several days fresher than flowers you might find in your local store. We guarantee the composition and quality of our bouquets with a full satisfaction money-back guarantee. We have not found any competitor with a similar commitment, and we believe it is just another way of offering better service to you, our valued customer.

**Exceptional Value**  
Because we ship directly from the growers to you, there is no costly middleman. You are buying flowers at a wholesale rate, and even with the shipping cost, most assortments are 20-30% below comparable retail price and our assortments are fresher, too.

**We Appreciate Your Business**  
Our network of growers and importers represent some of the finest in the country. Our extensive selection process and quality review ensures that all ProFlowers.com growers are "a peak above the rest" in the quality and freshness of their flowers.

You, too, can order flowers DIRECT from growers! That's right, cut from the field and into your living room in 24 hours!

Each ProFlowers.com floral assortment is guaranteed to be of the highest quality and to consist of the flowers specified. We have a 100% guarantee on all orders. If the flowers do not arrive in beautiful, fresh condition, we will refund your money.

Figure 23 - About Proflowers.com

## FLOWER CARE

The screenshot shows the Proflowers.com website with a black header and sidebar. The main content area is titled 'Flower Care' and contains a section titled 'FOUR STEPS TO LONGER LASTING BOUQUETS' with four numbered steps and associated tips.

**Shop:**

- < select an occasion > ▼ or
- < select a flower type > ▼
- Show Me

**Features:**

- About Proflowers.com
- Flower Guide
- Flower Care

**Customer Service:**

- < select a service option > ▼
- Reminder Service
- Monthly Contest!

**Flower Care:**

### FOUR STEPS TO LONGER LASTING BOUQUETS

Flowers are an important ingredient in the occasions of our lives, celebrating or commemorating life passages, as well as expressing appreciation of our relationships, achievements and events. Maintaining your precious moments longer through flowers is easy with four steps suggested by the California Cut Flower Commission

1. Re-cut the end of each stem using a sharp knife or scissors.

This prevents air pockets from forming inside the stems which block water uptake into the flowers. Re-cut every three days or so
2. Use clean vases or containers.
3. Remove all leaves which will be under water in the vase.

Submerged leaves will rot and create bacteria, shortening the life of your bouquet.
4. Add floral food, obtained in your shipping box, to the vase water.

Use the recommended amount for the size of your bouquet. Change the water (and floral food) every three to four days

Figure 24 - Flower Care

## FLOWER GUIDE

The screenshot shows the Proflowers.com website with a black header bar. The header contains the Proflowers.com logo and navigation links for "Shop", "Features", and "Customer Service". The main content area is titled "Flower Guide" and features a section on "The Rose". It includes a quote from "The Language of Flowers" and descriptions for "Red Roses" and "White Roses". Below this is a section on "The Tulip" with a quote and a description for "Red Tulips". The page also includes a "Reminder Service" and "Monthly Contest" button.

Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

**Shop:**

► < select an occasion > or  
► < select a flower type >

**Features:**

► About Proflowers.com  
► Flower Guide  
► Flower Care

**Customer Service:**

► < select a service option >

**Reminder Service**

**Monthly Contest!**

**Flower Guide**

**The Rose**

"The rose is one of the oldest flowers known to man, and still one of the most popular. Nebuchadnezzar used them to adorn his palace and in ...

The Rose is the flower of love. It was created by Chloris, the Greek goddess of flowers, but of a titleless body of a nymph which she found one day in a clearing in the woods.....

Quoted from Pickles, Sheila. *The Language of Flowers* (New York: Harmony Books, 1989)

**Red Roses**  
Red roses signify love, blah blah blah.

**White Roses**  
White roses signify friendship and sickness, blah blah blah ..

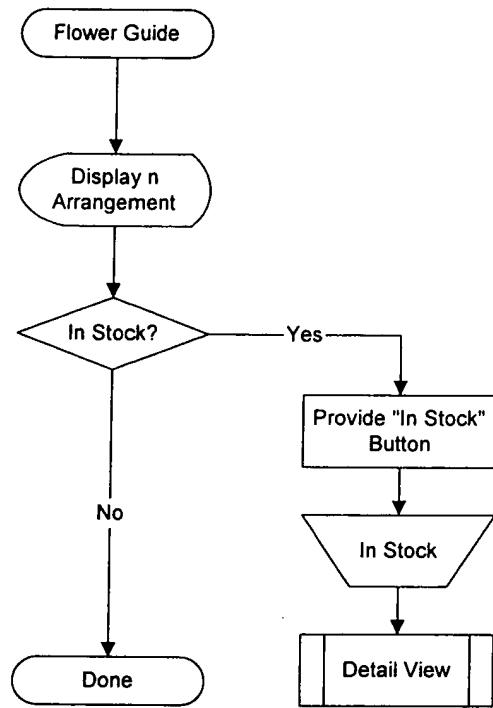
**The Tulip**

"Perhaps best known for their tulips, Holland has blah blah blah. "

**Red Tulips**  
Red tulips signify undying devotion and love, blah, blah, blah ..

Figure 25 - Flower Guide

Logic Fig. 26



## CUSTOMER SUPPORT : VIEW ORDER (IDENTIFY)

The screenshot shows the Proflowers.com website interface. At the top, the logo 'Proflowers.com' is displayed. Below the logo, there are two dropdown menus: 'select an occasion' and 'select a flower type', with a 'Show Me' button. To the right of these menus is a 'Home' button. A banner at the top right states: 'Proflowers.com ships all arrangements FedEx Overnight directly from growers! All arrangements are packed in ice, and include plant food & care guide.' On the left side, there is a sidebar with 'Shop' and 'Customer Service' sections. The 'Shop' section includes dropdown menus for occasion and flower type, and a 'Show Me' button. The 'Customer Service' section includes a dropdown menu for service options, and buttons for 'Reminder Service' and 'Monthly Contest!'. In the main content area, a heading 'Customer Service : View Order' is followed by a text block: 'If you wish to check on your order's status or change any information, enter the Order Number below.' Below this is a text input field labeled 'Your Order Number:' with a placeholder '12345678901234567890'. A note below the input field reads: 'Remember: credit card information cannot be accessed from this web site. Please leave the credit card information blank if you do not want to change the card to be billed.' The page has a vertical scroll bar on the right side.

Figure 27 - View Order (Identify Order)

## CUSTOMER SERVICE : VIEW ORDER (ORDER SUMMARY)

Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

**Customer Service : View Order**

Item Name	Quantity	Price	Shipping	Total
Item Name	1	\$29.95	\$4.95	\$34.80

**Ship to:**  
Recipient Name: Happy Holidays  
1234 Main St.  
Anytown, CA 90001  
Card Message: Sincerely, Sender  
Delivery Date: 4/20/98  
Change...

**Bill to:**  
Recipient Name: 1234 Main St.  
Anytown, CA 90001  
Change...

**Order Number:** USERN898300  
**Order Status:** Has not shipped

**Shop:**  
► < select an occasion > or  
► < select a flower type >  
Show Me

**Features:**  
► About Proflowers.com  
► Flower Guide  
► Flower Care

**Customer Service:**  
► < select a service option >  
Reminder Service  
Monthly Contest!

Figure 28 - View Order (Order Summary)

## CANCEL ORDER (REVIEW)

The screenshot shows the Proflowers.com website with a black header bar. The main content area is titled "Cancel Order:" and contains a message: "► Please review your order and verify that you wish to Cancel this Order :". Below this is a table showing order details:

Item	Quantity	Price	Shipping	Total
Item Name	1	\$29.95	\$4.95	\$34.80

Under "Ship to:" and "Card Message:" fields, the recipient is listed as "Recipient Name: Happy Holidays 1234 Main St. Anytown, CA 90001" and the message is "Sincerely, Sender".

On the left sidebar, there are sections for "Shop:" (with dropdowns for occasion and flower type), "Features:" (About Proflowers.com, Flower Guide, Flower Care), and "Customer Service:" (Reminder Service, Monthly Contest!).

At the top right, a note states: "Proflowers.com ships all arrangements FedEx Overnight directly from growers! All arrangements are packed in ice, and include plant food & care guide."

Figure 29 - Cancel Order Review

## CANCEL ORDER (CONFIRMED)

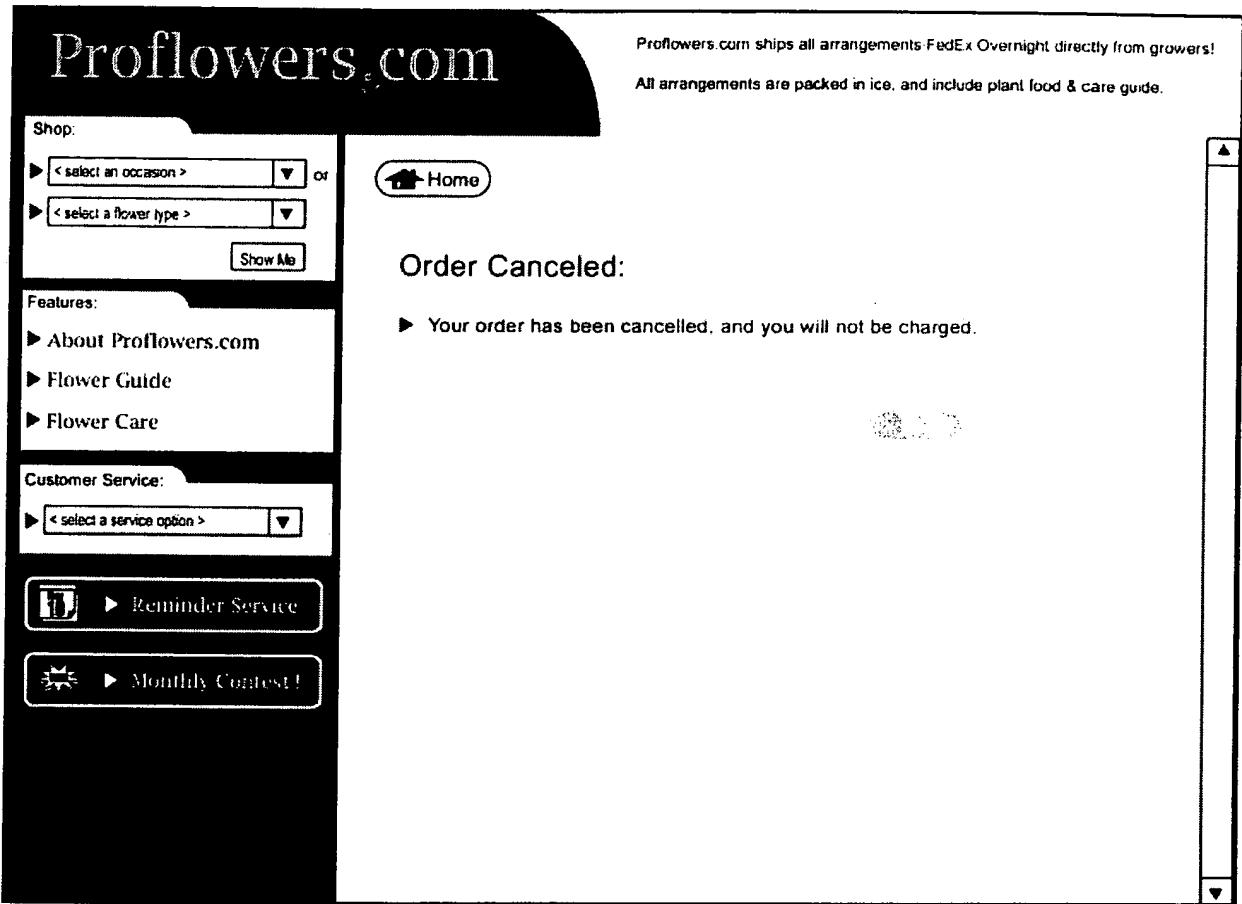


Figure 30 - Cancel Order Confirmed

## CUSTOMER SERVICE : MODIFY BILLING (IDENTIFY)

The screenshot shows the Proflowers.com website with a dark header bar. The main content area has a white background. At the top right, there is a note: "Proflowers.com ships all arrangements FedEx Overnight directly from growers! All arrangements are packed in ice, and include plant food & care guide." Below this, a "Home" button is visible. The main heading is "Customer Service : Modify Billing". A sub-instruction reads "Need to change your credit card or billing address?". A text input field is labeled "Your Order Number: [ ]". A note below the input field states: "Remember: credit card information cannot be accessed from this web site. Please leave the credit card information blank if you do not want to change the card to be billed." On the left side, there is a sidebar with "Shop" and "Features" sections, and a "Customer Service" section with "Reminder Service" and "Monthly Contest" buttons.

Fig. 31

## MODIFY BILLING INFO

Proflowers.com

Shop:  
► <select an occasion> or  
► <select a flower type>  
Show Me

Features:  
► About Proflowers.com  
► Flower Guide  
► Flower Care

Customer Service:  
► <select a service option>

Reminder Service  
Monthly Contest

Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

**Modify Billing Information:** (\*) mandatory fields

► Please bill to :  
Verify that your billing information is correct

First Name :  ✓  
Last Name :  ✓  
Address 1 :  ✓  
Address 2 :   
City :  ✓  
State :  ✓ Zip/Postal Code:  ✓  
Phone :

► Billing method :  
If you received a notice that your card had been declined, enter new card information here

Credit Card:  ✓ Exp. Date:  (mm/yy) ✓  
Cardholder:  ✓  
Account #:  ✓

Your Credit Card information is stored on a separate server, and is completely secure

FIG. 32

## MODIFY BILLING (CONFIRMED)

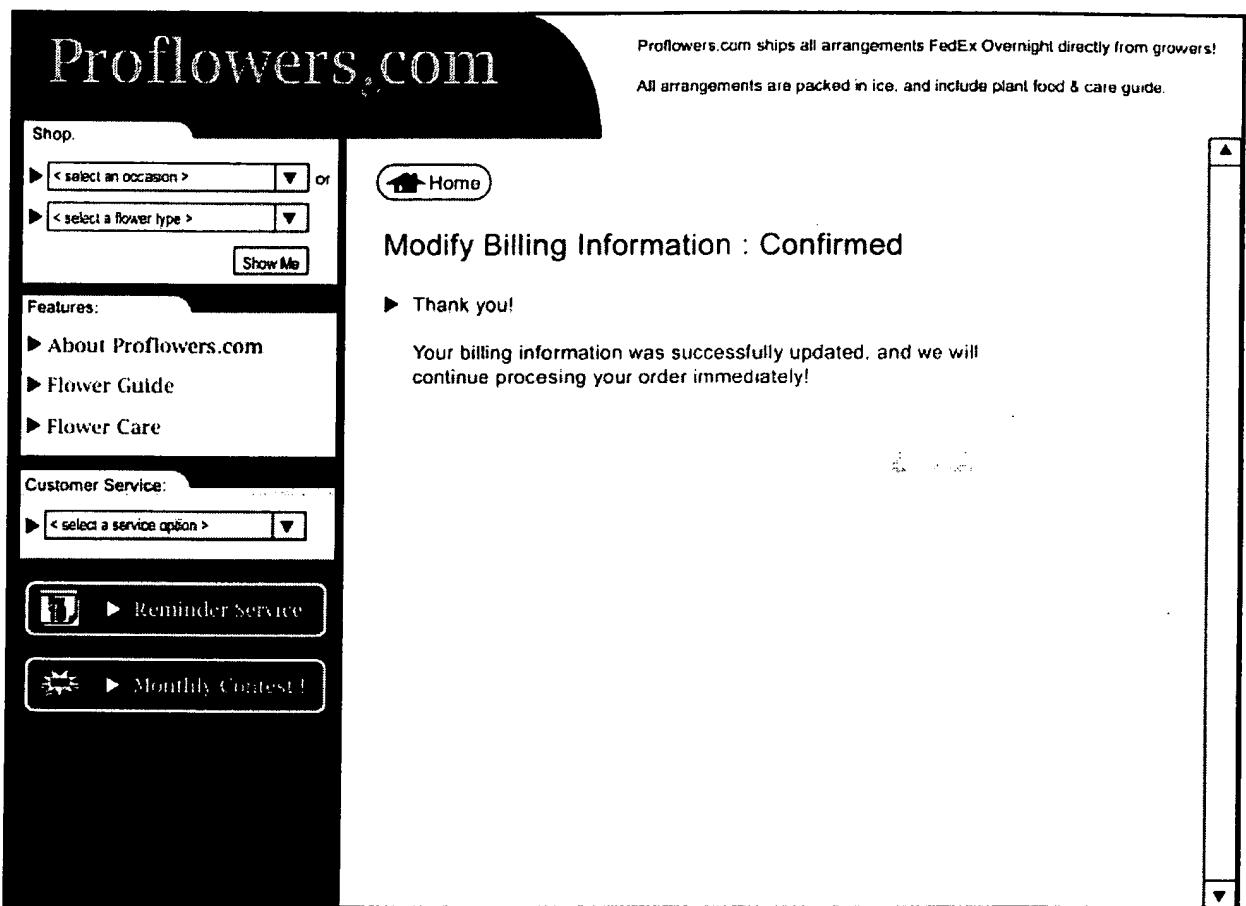


Figure 33 - Modify Billing (Confirm)

CONTACT PROFLOWERS.COM

# Proflowers.com

Shop:

► < select an occasion > ▼ or  
 ► < select a flower type > ▼

Show Me

Features:

- About Proflowers.com
- Flower Guide
- Flower Care

Customer Service:

► < select a service option > ▼

 ► Reminder Service

 ► Monthly Contest!

Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
 All arrangements are packed in ice, and include plant food & care guide.

► Home

► Customer Service : Contact Proflowers.com

**ProFlowers, Inc.**  
 2888 Bluff Street, Ste. 116  
 Boulder, CO 80301

► Got a question or complaint?  
 Just fill out the form below, and we'll get right back to you!

► Want to modify or cancel an order?  
 Select "View Order" from the Customer Service Menu.

Your Email :

If this is regarding a specific order, enter the order number here:

Order # :

Message :

**Figure 34 - Contact Proflowers.com**

## CONTACT CONFIRMED

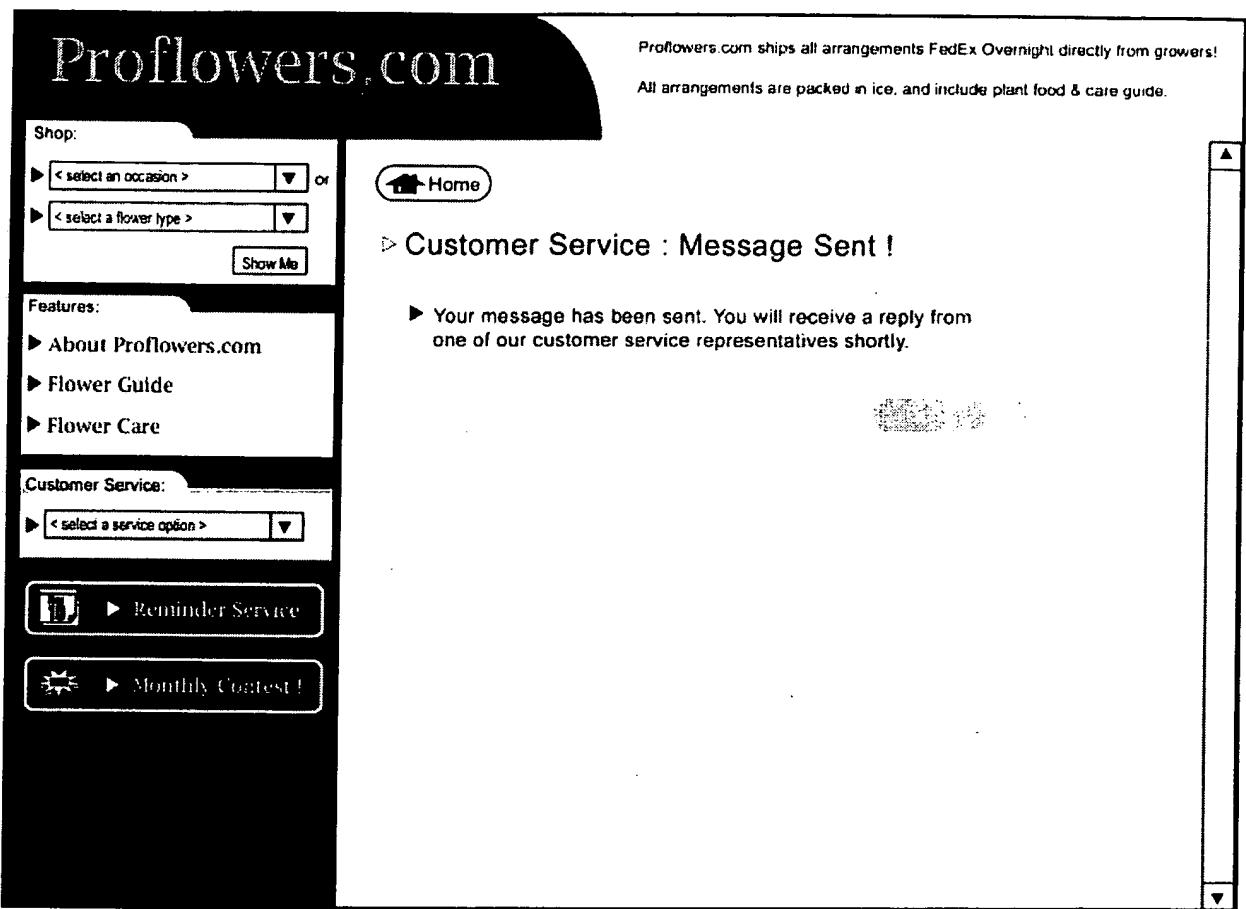


Figure 35 - Contact Confirmed

## REMINDER SERVICE

The screenshot shows the Proflowers.com website with a black header bar. The main title "Proflowers.com" is in a large, white, serif font. Below the header, there's a "Shop" section with dropdown menus for "select an occasion" and "select a flower type", and a "Show Me" button. To the right of this is a "Home" button with a house icon. The main content area is titled "Reminder Service" and contains the following text:  
"Never miss another important flower day!"  
"Register with our Reminder Service, and receive reminders and special offers via email! Just type in your email address below..."  
Below this is a text input field labeled "Your email address:" with a small "Help" link to its right. To the left of the input field is a "Tip" box containing the following text:  
"► Tip: if you've already registered with the Reminder Service, enter your email address to view and edit your reminders!"  
At the bottom of the page, there's a "Privacy" section with the following text:  
"► Proflowers.com feels strongly about our users' privacy.  
We will not distribute or otherwise make public your email address or other personal information."  
On the far left, there's a vertical sidebar with sections for "Features" (About Proflowers.com, Flower Guide, Flower Care) and "Customer Service" (Reminder Service, Monthly Contest!).

Figure 36 - Reminder Service

## REMINDER SERVICE (EDIT)

Proflowers.com

Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

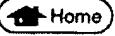
Shop:  
► < select an occasion > or  
► < select a flower type >  
Show Me

Features:  
► About Proflowers.com  
► Flower Guide  
► Flower Care

Customer Service:  
► < select a service option >

 ► Reminder Service

 ► Monthly Contest!

 Home

► Reminder Service

Your Email :

► Reminders :  
Your reminder will appear in your email 2 weeks before the specified date.

► Tip: Is it a holiday? Just enter the holiday name and we'll do the rest! (Example: Mother's Day)

Occasion :  mm / dd  
05 / 10  
 /   
 /   
 /   
 /   
 /   
 /   
 /

Figure 37 - Reminder Service (Edit)

## REMINDERS CONFIRMED



Figure 38 - Reminders Confirmed

## CONTEST

# Proflowers.com

Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

**Shop:**

- ▶ < select an occasion >
- or
- ▶ < select a flower type >
- 

**Features:**

- ▶ About Proflowers.com
- ▶ Flower Guide
- ▶ Flower Care

**Customer Service:**

- ▶ < select a service option >

 ▶ Reminder Service

 ▶ Monthly Contest!

 Home

▶ **Monthly Contest**

**FREE ROSES FOR MOTHER'S DAY**

Submit a brief story to us (no longer than one paragraph) about how flowers have made a positive impact in your life. If we choose to use your story, we will supply you with a dozen high-quality long-stemmed roses for delivery anywhere in the United States at no charge.

▶ **Entry Form :** (\*) : mandatory fields

First Name :  ✓

Last Name :  ✓

Email Address:  ✓

Phone : (  )  ✓

Your Story :  ✓



**Figure 39 - Contest Entry**

## CONTEST CONFIRM

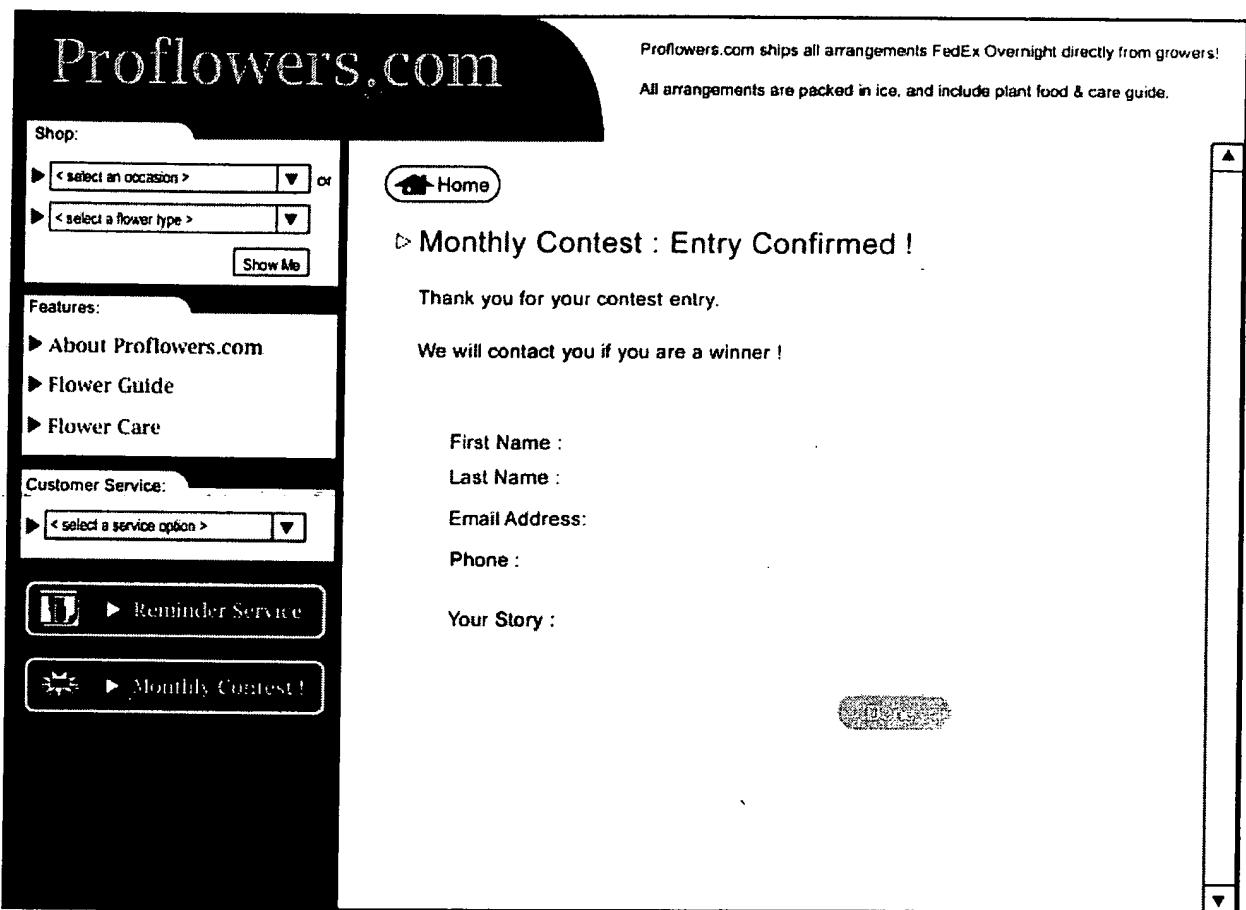
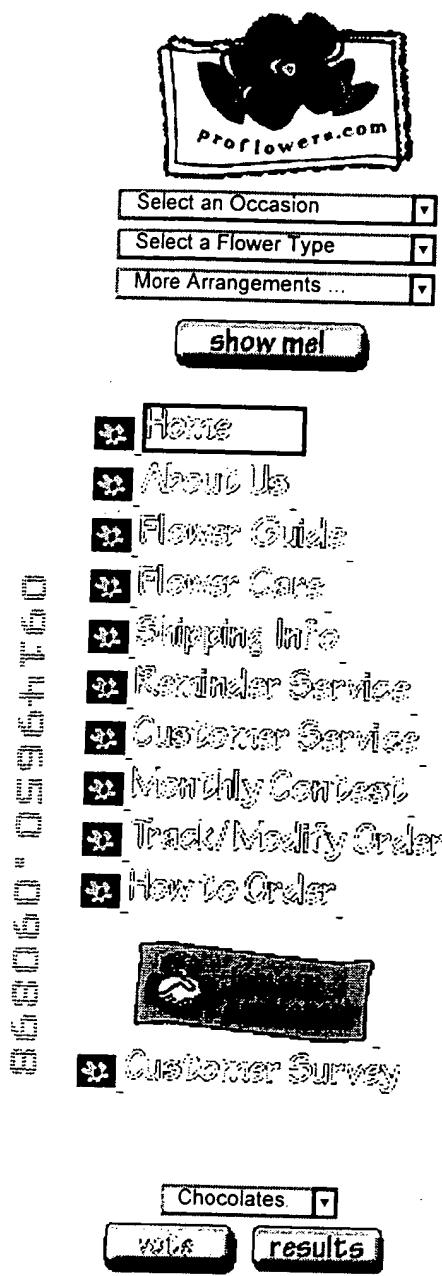


Figure 40 - Contest Entry Confirmed

Fig. 41



## affiliates program

### Join the Proflowers Affiliates Program

Earn commissions of between 7% and 10%!

Flowers are a wonderful way to mark a special occasion or holiday and to say "I love you," "Congratulations," "Get Well," "Happy Birthday," "Happy Anniversary," or "Keep up the good work!" Flowers are also a big business. In 1996, American consumers purchased almost \$14 billion of flowers.

With Proflowers, you can offer your Web site visitors beautiful fresh cut flowers and specially designed arrangements that are shipped direct from the grower via FedEx Priority Overnight. Our fully automated system provides a direct link between the grower and FedEx, and the savings are passed along to the consumer. Your Web site visitors will save between 30% and 40% compared with other flower sites on the Internet.

Proflowers is pleased to announce that [bluemountain.com](http://www.bluemountain.com), the leading electronic greeting card site, has joined the Proflowers affiliate network.

What you need to do to join the Proflowers Affiliate Network:

1. Read our Affiliate Network Agreement.
2. Complete the online application.
3. If you're accepted, we'll send you all the information and tools you need to get started.

[Frequently Asked Questions](#)  
[Application Form](#)  
[Affiliate Network Agreement](#)

Proflowers has been awarded a three star rating (the highest possible!) from [Refcr-It](#), a leading affiliate rating service.

